

TORINO FASHION WEEK



9th edition

TMODA

 GreenPea
from duty to beauty

27th june_
3rd july 20**24**

What is GreenPea



The first Green Retail Park dedicated to the theme of Respect

Green Pea is a place of beauty and Respect to give life to a **new way of consuming**: with every purchase you make you can become part of the change.

Here you will find beautiful top-quality products Made in Italy and from around the world - with a low impact on the environment - experiences, events and all the services necessary to live Green. Essentially, you will find 66 shops, a museum, 3 restaurants, a swimming pool, a spa and a club dedicated to creative idleness.

A total of 72 places where Respect from duty becomes pleasure.

Green Pea Partners meet in the **Producers Pea Club**, with the aim of continuing to grow and improve through **exchanging experiences and visions**.

This is how new ideas are born, from Turin towards the world.

www.greenpea.com



At Green Pea you will find **top quality** products, designed for **responsible use** and made in **harmony with Nature**. Products made to be durable, with full **Respect for the environment and society**. Products designed to last a long time and can be reused or recycled at the end of their life. The companies that make them are mostly Italian and already have a distinctly Green profile, while others have begun the journey with excellent results.

The Green Pea Partners believe in the need to produce and consume in harmony with Nature and, at the same time, work to make beautiful, long-lasting and respectful products, in line with the principles of beauty and the originality of **Made in Italy**.

They are companies - almost all Italian - that have long since placed **Green** policies at the heart of their activities, or that are rapidly moving towards sustainable production with excellent results. All the products that our Partners offer in Green Pea are made in compliance with the highest levels of social and environmental sustainability, guaranteed by the Production Regulations.

Together for the protection and growth of our planet

Plant 100 million trees by 2025 thanks to the Priceless Planet Coalition

Donate a tree

For each participating stylist, 5 trees will be donated.

The **Priceless Planet Coalition** unites the efforts of retailers, banks, cities and consumers for a unique and impactful action to protect the Planet, **planting 100 million trees in the next 5 years** through Conservation International and the World Resources Institute, which operate for years in the protection of forests.

Why trees?

Forests regulate natural oxygen and carbon cycles around the world and protect local and regional climate balance through the exchange of water and energy with the atmosphere.

Restoring the planet's forests is an economically efficient and highly effective **solution to mitigate the impact of greenhouse gases** emitted on a global scale.

Piantare alberi porta valore economico alle comunità locali: **fino a € 25 per ogni euro investito in attività di recupero territoriale.**

Planting trees brings economic value to local communities: **up to €25 for every euro invested in land recovery activities.**

Mastercard has selected global environmental organizations **Conservation International** and **World Resources Institute** to lead the mobilization and coordinate reforestation efforts, collaborating with local communities and all stakeholders in forest protection.

In collaboration with  **GreenPea**
from duty to beauty

Reference Concept

TFW is an **international, independent and innovative event** aimed at emerging brands, young designers and small and medium-sized fashion businesses. Its international vocation and, at the same time, the attention to local and national talents is confirmed by the ability to attract companies, brands and stylists from all over the world thanks to the collaboration with local and foreign authorities to offer stylists a strategic showcase at international.



Why participate in **Turin Fashion Week**:

- to **discover** the new trends of independent and international fashion, and see the fashion shows of emerging brands and designers from all over the world.
- to **expand** my network of contacts and collaborations in the fashion sector, thanks to the B2B meetings organized by EEN and the Torino Fashion Match, which will allow me to meet potential partners, customers and suppliers.
- to **deepen** my knowledge and passion for fashion, participating in webinars, talks and workshops held by experts and professionals in the sector, who will offer me ideas, advice and inspiration.
- to **support** Made in Italy and artisanal quality, appreciating the collections of CNA Federmoda, which express the creativity and innovation of the Turin and Italian territory.
- to **contribute** to peace, dialogue and solidarity between peoples, through fashion as a universal language, fashion shows, which involve designers from countries in conflict or in humanitarian emergency situations.

These are just some of the reasons why I have to participate in Turin Fashion Week, an event that will give me a **unique and unforgettable experience** in the world of fashion.



B2B TORINO SPORT&FASHION MATCH 2024

29th /30th June - 1st July 2024

Talent Garden - Turin



YOU KNOW THAT

In 2023

- the b2b hosted the [EEN Internationalization Academy 2023](#)
- we welcomed 150 participants from all around the world with brands from EU and Non-EU countries
- We welcome delegations from Ukraine, Cuba and Senegal
- We facilitated the creation of many business agreements among companies and retailers

The event has been awarded by the European Commission as [Best Practice 2019 among EEN Sector Groups](#), during the EEN Annual Conference 2019, in Helsinki, with the action: *Fashion Match, the next generation of brokerage events.*

The **Enterprise Europe Network**, co-financed by the European Commission, is **committed to support companies and entrepreneurs to grow and to innovate internationally** with [dedicated service](#) of business development.

Presented in more than 40 countries the EEN operates through +450 local partner organizations selected by the European Commission.

NEWS 2024

1. This year the b2b is more innovative than ever! We are involving **Investors, innovators and a community of new entrepreneurs** in collaboration with [Talent Garden Torino](#) experts !
2. We will provide you with inspiring insights on specific **TOPICs** from *Sustainability, AI and new technology to Future literacy* and many more !
3. The b2b 2024 is once again part of the [EEN ITINERARY SPORT 2024](#) project aimed at textile companies focused on the **#sport** sector and launched among the Enterprise Europe Network as leading initiative to support the international supply chain dedicated to sport industry, including **#textiles** _ Discover more and STAY TUNED !

To join this opportunity just register [HERE](#) by the 23rd JUNE 2024 and select your meetings to create international agreements!!

<https://torino-fashion-match-2024.b2match.io/>

For more details please contact Unioncamere Piemonte at f.Leonetti@pie.camcom.it

Alongside the Torino Fashion Week 2024, the new Edition of the **B2B Torino Sport & Fashion Match 2024** will take place on the 29th 30th June and 1st July 2024.

Addressed to Brands and manufacturing **companies** interested in **developing international partnerships** or in discovering new innovative **trends and solutions** amid their business and industrial sector, the b2b is managed by [Unioncamere Piemonte](#) (Regional Union of Chambers of Commerce of the Piedmont Region), in collaboration with the **Turin Chamber of Commerce**, as members of organized by the [Enterprise Europe Network](#), the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

The **international brokerage event** allow you *creating commercial and technological agreements or partnering in exciting consortia to join new European projects* **with international participants coming from all over the world**, that you will find in Turin.

Moreover you will have the chance to follow a Full Program of Inspiring **TALKs** focused on Sectoral *Industrial technology & trends, AI, Future thinking and Foresight literacy, Innovations, Sustainability, internationalization* and many more.

Check the Video from 2023 edition: <https://www.youtube.com/watch?v=Q8QDVGjBstM>

Check the Video from 2022 edition <https://www.youtube.com/watch?v=YIMVeRY6Hn4&t=107s>

WHY TO PARTICIPATE:

- The B2B this year will bring together **Startups, manufacturing companies, fashion designers, investors, retailers, commercial agents and sectoral experts** who will meet on site with the objective to **create international agreements**, find **business and technological partners** or developing **new consortia** to participate in international **projects**.
- In 8 years the b2b facilitated the realization of **international agreements, success stories and business opportunities** around the world.
- **Your success stories** will be promoted through the EEN and European Commission channels, through the [TFW platforms](#) (web and social) national and international press. *So inform us as soon as possible with related feedback!*
- Live an **exciting experience** In Turin with a crew of international brands and experts from all over the world !
- Join the **TALKs** organized alongside the b2b where to get knowledge about new *technology trends, AI, Future thinking and Foresight literacy, Innovations, Sustainability hot topic and internationalization*
- Join the [Torino Fashion Week](#) shows and get inspirations from new cultures and niche markets from all over the world!



Torino Fashion Match_ B2B 2016_17_18_19_20_21_22_23
by Unioncamere Piemonte in collaboration with Enterprise Europe Network

+ 43_ countries
3260_ B2B and meetings participants
+4120_ internationals meetings realized

Torino Fashion Week 2016_17_18_19_20_21_22_23
by TModa

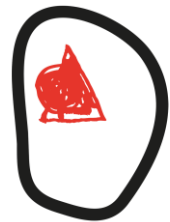
24_ main partners
81_ technical partners
12_ institutionals partners
19_ internationals collaborations
570_ fashion designers from all over the world on catwalk
+4100_ press on web and paper
+6.051.310_ digital edition views 2020-2021

Villa  *Sassi*



_ Villa Sassi Parades

Edition 2023



il mercato
CENTRALE
TORINO



Edition 2023

_ Mercato Centrale Parades



Lucy Compitoe [@lucycompitoe](#)



il mercato
CENTRALE
TORINO

Edition 2023



Alongside the Torino Fashion Week, a new edition of the **business event Torino Sport & Fashion Match 2024** will take place, onsite from the 29th June till the 1st July 2024.

The event of international meetings is organized by **Unioncamere Piemonte** (Regional Union of Chambers of Commerce of the Piedmont Region), in collaboration with the **Turin Chamber of Commerce**, as partners of the **Enterprise Europe Network** (EEN), the worlds' largest support network for Small and medium-sized enterprises (SMEs) with international ambitions !

Check the Video from 2019 edition: <https://youtu.be/KsEkTnRCiW4>

Check the Video from 2022 edition <https://www.youtube.com/watch?v=YIMVeRY6Hn4&t=107s>

Check the Video from 2023 edition: <https://www.youtube.com/watch?v=Q8QDVGjBstM>



Awards

2017_ CNA, CNA Federmoda, Camera di Commercio di Torino
Miglior evento di stile

2018_ CNA, CNA Federmoda, Camera di Commercio di Torino
Torino nel mondo e il mondo a Torino. Con gratitudine da CNA a Claudio Azzolini

2018_ Cover Magazine Dubai
330 pagine dedicate alla Torino Fashion Week

2018_ Islamica 500 Barhein
The 500 who make the Islamic Economy

2019_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver saputo costruire e far crescere un format vincente

2019_ European Commission, Enterprise Europe Network, Easme
Best Practice 2019 con il Format FashionMatch
the next generation of brokerage event!

2020_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver creduto nella ripartenza e consolidato un format vincente.
Con gratitudine da CNA a Claudio Azzolini

2021_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per aver creduto nella ripartenza e consolidato un format vincente.
Con gratitudine da CNA a Claudio Azzolini

2022_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per il sostegno concreto alla moda torinese e per aver contribuito
a promuovere i brand indipendenti
Con gratitudine da CNA a Claudio Azzolini, TModa

2022_ E'Vento di Turismo, Camera di Commercio di Torino, CNA
Ambasciatori del Piemonte nel mondo, Claudio Azzolini - Torino Fashion Week

2022_ Parlamento Europeo Roma, La Moda Veste la Pace
Speciale riconoscimento a Claudio Azzolini, Promotore di Moda
Inclusiva e Circolare

2022_ UNVS Roma Benemerita del CONI,
Benemerita all'Arte e alla Cultura, Claudio Azzolini, Federica Leonetti

2022_ UNVS Roma Benemerita del CONI,
premio Artemide all'Arte e alla Cultura, Mr. Claudio Azzolini

2022_ UNVS Roma Benemerita del CONI,
premio Artemide all'Arte e alla Cultura, Miss Federica Leonetti

2022_ UNVS Roma Benemerita del CONI,
premio Athena al Fair Play, TModa - Torino Fashion Week

2022_ International Academie Diplomatique Pax et Salus,
Pour l'engagement pour la Paix, pour le Social, pour amener la Famille
Mandela en Italie

2022_ Nova Academia ad Artes, Scientias et Professiones
Araldo Accademico per la Fratellanza al Fondatore Claudio Azzolini

2023_ CNA, CNA Federmoda, Camera di Commercio di Torino
Per il contributo determinante alla promozione dei brand indipendenti del
sistema moda torinese. Con gratitudine da CNA a Claudio Azzolini, TModa

2023_ Junta de Andalucia
A la organizacion porsu labor de promocion turistica y cultural de Andalucia.

Location_ [GreenPea](#),

Dates of shows_27 JUNE - 3 JULY 2024, from h 5 PM to 6 PM and from 8 PM to 9 PM

Participants: min 6 max 8 fashion designers/companies each session that will show their garments' or accessories' collections with min 10 max 15 outfits each brand (*garments, shoes, suits, accessories, jewelleryes, man/woman/kid*)

Benefits for participants:

- Daily press release
- Photos backstage and catwalk
- Video catwalk
- Video fashion designer interview
- B2B Torino Fashion Match (b2b, Talks, in collaboration with Enterprise Europe Network) at Talent Garden Turin
- Awards Main Partners
- Additional side events in GreenPea
- International visibility

Support staff

- Press office
- Artistic direction
- 15 models
- 3 video makers
- 2 photographers
- 4 make-up artists
- 4 hair style artists
- 5 backstage direction
- 1 dresser for stylist

Extras to be agreed with the organization:



E - Commerce creation for the Fashion Designer

- Restaurant in GreenPea
- Lounge bar in GreenPea
- Beauty Farm in GreenPea
- Conventions Hotels
- Transfers with driver
- Personalized photo and video shooting at GreenPea

NEW

TMODA
experts in charm and fashion



INTERNATIONAL AWARD

Arbiter Elegantiae

Lifetime Achievement Award for Art, Fashion and Charm to whoever you are distinguished in the path of his Life in the great Vision of Taste and Beauty

Miss. Vanna RUGORA



TMODA
La Direzione
Cl. Luigi Claudio



Prot. nr. 001/anno 2022
Premio Internazionale
CA TMODA

TORINO FASHION WEEK

TModa in collaboration with the **New Academy of Arts, Sciences and Professions** and **Opes Turismo** in the **Fashion and Eco-sustainable Tourism** section, will provide the Award "*International Style Recognition*" as

"Arbiter Elegantiae"

Lifetime Achievement award for art, fashion and charm to whoever you are distinguished in the path of his life in the great vision of taste and beauty.



TMODA

TORINO FASHION WEEK

Torino Fashion Week organized by **TMODA**

international Partner



institutional Partner



Federmoda
Torino



Torino



technical Partner



RINASCENTE



CONCORD
HOTEL



from duty to beauty
supported by



under the patronage of

social media center



video



foto

**Luca Campione
Erik Castello**

